

## CLAIMS

1. A method for providing a data service via a wireless mobile device, the method comprising the steps of:

receiving at a first node, from a content provider, content associated with the data service,  
the content comprising a data component;

associating a presentation format with the content;

sending the data component and the associated presentation format to a second node;

associating the content with the wireless mobile device; and

delivering at least the data component of the content from the second node to the wireless mobile device.

2. The method of claim 1, wherein the content is delivered in the presentation format associated with the content.

3. The method of claim 1, wherein the presentation format is associated with the content based on an indication included in the content.

4. The method of claim 3, wherein the indication is associated with a previously-defined presentation format.

5. The method of claim 1, wherein the presentation format is associated with the content based on the identity of the content provider.

6. The method of claim 1, wherein the presentation format is associated with the content based on stored data associated with the data service.

7. The method of claim 1, wherein the presentation format is embedded in the content and the step of associating a presentation format with the content comprises processing the content to extract the presentation format information.
8. The method of claim 1, further comprising associating a second presentation format with  
5 the content, the second presentation format being associated with a second wireless mobile device.
9. The method of claim 1, wherein the content is associated with the wireless mobile device based on the identity of a user of the wireless mobile device.
10. The method of claim 1, wherein the content is associated with the wireless mobile device based on stored data.
11. The method of claim 10, wherein the stored data is used to associate the content with a user of the wireless mobile device.
12. The method of claim 11, wherein the stored data indicates the user has subscribed to the data service.
13. The method of claim 1, wherein the content further comprises a rule.
14. The method of claim 13, further comprising processing the rule.
15. The method of claim 14, wherein the processing comprises retrieving stored data.
16. The method of claim 13, wherein the rule specifies a condition that must be satisfied for a user to receive the content.
- 20 17. The method of claim 13, wherein a plurality of users is associated with the data service and the rule indicates a subset of the plurality of users to receive the content.
18. The method of claim 13, wherein the rule is interpreted in accordance with a definition file.

19. The method of claim 1, further comprising generating additional content at the second node and associating the additional content with the wireless mobile device.

20. The method of claim 19, wherein the additional content is based at least in part on at least a portion of the data component of the content received from the content provider.

5 21. The method of claim 19, wherein the additional content is based at least in part on stored data associated with the wireless mobile device.

22. The method of claim 1, further comprising processing the data component prior to delivering the content to the wireless mobile device.

23. The method of claim 22, wherein the processing comprises customizing the data component for delivery to the wireless mobile device.

24. A system for providing a data service via a wireless mobile device, the system comprising:

a first server; and

a second server connected to the first server;

the first server being configured to:

receive, from a content provider, content associated with the data service, the content comprising a data component;

associate a presentation format with the content; and

send at least the data component of the content and the associated presentation format to the second server; and

the second server being configured to:

receive from the first server at least the data component of the content and the associated presentation format;

associate the content with the wireless mobile device; and

deliver at least the data component of the content to the wireless mobile device via a wireless communication network.

25. A system for providing a data service via a wireless mobile device, the system comprising:

means for receiving at a first node, from a content provider, content associated with the data service, the content comprising a data component;

means for associating a presentation format with the content;

means for sending the data component and the associated presentation format to a second node;

means for associating the content with the wireless mobile device; and

means for delivering at least the data component of the content from the second node to the wireless mobile device.

26. A computer program product for providing a data service via a wireless mobile device, the computer program product being embodied in a computer readable medium and comprising computer instructions for:

5 receiving at a first node, from a content provider, content associated with the data service, the content comprising a data component;

associating a presentation format with the content;

sending the data component and the associated presentation format to a second node;

associating the content with the wireless mobile device; and

10 delivering at least the data component of the content from the second node to the wireless mobile device.

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